

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL ISSUE GROU
Product NRCC-IE
Estimate# 2599
Buyer BEN ANGLE
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2599
Flight Dates 09/14/2012 - 09/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS EXPAND TP FOR NEWS SPOTS ON LN 4.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/16-09/16	1P-4P	NFL: TB / NYG	:30	\$3,000.00	SU	1	1	1	\$3,000.00
2	09/14-09/20	6P-630P	BIG BANG	:30	\$600.00	F,M-TH	2	1	2	\$1,200.00
3	09/14-09/20	7P-730P	BIG BANG	:30	\$1,000.00	F,M-TH	3	1	3	\$3,000.00
*4	09/14-09/20	10P-1030P	NEWS	:30	\$900.00	F,M-TH	5	1	5	\$4,500.00
Station Remark: V2 PLS EXPAND TP TO 10-11P.										

---REPORT TOTALS---

Report Totals: 11 / \$11,700.00

---SALES MONTHLY TOTALS---

Sep 12: 11 / \$11,700.00
Sales Totals: 11 / \$11,700.00
Station Totals: 11 / \$11,700.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$73,125	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
		WPMY	0%	WPXI	25%	WTAE	25%				

---COMPETITIVE COMMENTS---

WPGH = 199700
WPXI = 300250
WTAE = 297525
KDKA = 408825
TTL = 1206300

Books null

Demos RA35+